

# BUILT BY WOMEN,



Meet the female leaders turning passion into purpose with science-backed skincare and wellness products. They're shaping a healthier future for their families and for the world.

# BACKED BY SCIENCE



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## The Women of WELLNESS

Nu Skin celebrates four decades of innovation, beauty, and wellness. Now a global force of female leaders, Nu Skin is not just building a beauty brand, but writing the next chapter of the wellness movement.

**N**u Skin launched with the mission to be a beauty brand that only uses efficacious ingredients—with no fillers—and produce products to empower people to look, feel, and live their best. According to founder Sandie Tillotson, “We weren’t trying to be the biggest brand, we were determined to be the most innovative and trusted brand.”

Forty years later, blending science and nature, and rooted in the philosophy of “all of the good, none of the bad,” Nu Skin is at the forefront of advanced wellness technology and has built its reputation through decades of research in antioxidant science. The result: Nu Skin is redefining wellness by merging beauty, health, and technology into personalized, measurable experiences. Wellness is no longer a luxury; it’s a necessity, and data-driven tools, such as the company’s groundbreaking Prysm iO device, are the future.

Nu Skin’s strength lies in its powerful and diverse leadership network—women who are not just part of the conversation, but leading it. Whether they are scientists, engineers, marketers, or brand partners, Nu Skin’s leaders share the belief that beauty and wellness should be both highly innovative and accessible. To VP of Product Marketing Yoko Little, “Being a female leader means I have a responsibility to champion both innovation and inclusivity, creating products that empower people to feel good, look good, and live well—and do it transparently, sustainably,

and rooted in science. This unity of purpose—delivering science-backed innovation that improves lives—is what makes our work so effective and engaging.”

The day-to-day Nu Skin culture also embraces connection and encouragement. VP of Marketing Americas Kathy Schultz-Johnson agrees, “In 30-plus years, I’ve worked with so many talented women in leadership, and integrity is at the heart of everything we do. Our culture is rooted in abundance: the more you help others, the more you’ll succeed. I’m inspired by how we embody this spirit: building genuine connections and supporting one another to be a force

for good—leaving the world better than we found it.”

As a leading beauty and wellness device brand, Nu Skin continues to help people look, feel, and live better with devices like Prysm iO. Nu Skin remains anchored to its original core values while propelling itself into the future with technology, heart, authenticity, and a connected community that believes in the journey.



From left: President of Sales North America Rikki Salvage, VP of Product Marketing Yoko Little, Nu Skin Founder Sandie Tillotson, and VP of Marketing Americas Kathy Schultz-Johnson



### YOUR WELLNESS COMPANION

*Does the effort you put into your health—vitamins, supplements, powders, and juices—really benefit your overall wellness?*

Prysm iO, a new, cutting-edge device by Nu Skin, measures skin carotenoids—antioxidants that strengthen your immune system, support heart and brain health, promote radiant skin, and preserve cellular health—to help you understand and manage your personal wellness journey, empowering you to age beautifully and live vibrantly.

#### > HOW DOES PRYSM IO WORK?

Prysm iO is a small, circular device that uses innovative technology to noninvasively scan your finger. In seconds, the revolutionary technology scores your carotenoid levels to give you insights about your antioxidant status and how well your supplements are being absorbed.



#### > NO MORE GUESSWORK

Access science-backed insight in the palm of your hand, backed by Nu Skin’s decades of research. Prysm iO helps families take charge of their health with real-time, personalized intelligence. It’s especially meaningful for parents who want more insights, empowering them as they make wellness decisions for themselves and their families.

## NU SKIN®

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